

ABSTRACT

Content broadcast system enabling broadcast content and advertising data to be solicited at low cost, and enabling providers readily to offer content they create. The content broadcast system is configured with a central processing device (10) and a plurality of terminal devices connected via a network (2) for broadcasting content from the central processing device (10) to the terminal devices. The central processing device (10) is configured with: a content-accepting module (14) that accepts content from the terminal devices; a content memory (21) in which accepted content is stored; an ad-accepting module (15) that accepts advertising data from the terminal devices; an ad data memory (22) in which accepted advertising data is stored; a Net publishing module (13) that publishes information relating to content stored in the content memory (21), together with advertising data stored in the ad data memory (22); and a content broadcast module (16) that accepts content broadcast requests from the terminal devices and broadcasts requested content to the terminal devices where there have been broadcast requests.